

Message Text

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UNCLAS STOCKHOLM 4465

FOR: BIC/OIM: TRAFTON

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: OCTOBER COMPUTER SHOW PRELIMINARY REPORT

REF: STOCKHOLM 4351

1. DATA SYSTEMS USA.
2. US TRADE CENTER FOR SCANDINAVIA, OCTOBER 10-12, 1977.
3. EIGHTY-ONE EXHIBITORS (1-NTEN 27-NTM, 53-OTM); 40 PARTICIPANTS (15-NTM, 25-OTM). CHANGES TO REFTEL ARE: DELETE APPLIED COMPUTER SYSTEM (TELEINSTRUMENT) AND CHANGE STATUS OF WESTERN PERIPHERALS TO NTE.
4. ACTUAL SALES DURING SHOW: \$2,431,110; SALES EXPECTED NEXT 12 MOS: \$31,677,500.
5. ACTUAL SALES NTM: \$195,000; OTM: \$2,236,110; PROJECTED SALES NTM: \$3,602,500; OTM: \$28,075,000. (NOTE: UNCLASSIFIED

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SALES TOTALS ARE PRELIMINARY).

6. EIGHT EXHIBITORS SOUGHT REPRESENTATION AND REPORTED 36 EXREP LEADS.
7. FIVE EXHIBITORS APPOINTED NINE REPRESENTATIVES DURING THE SHOW (4 SWEDISH, 4 FINNISH AND ONE NORWEGIAN).

8. TWO EXHIBITORS EXPECT TO APPOINT THREE ADDITIONAL REPRESENTATIVES IN NEXT 12 MOS. (ONE SWEDISH, TWO FINNISH)

9. REGISTERED VISITORS: 2,398.

10. SUCCESS STORIES:

A. NTM SYSTEMS ENGINEERING LABS., FORT LAUDERDALE, FL, INTRODUCED A NEW RANGE OF HIGH PERFORMANCE COMPUTERS WITH PERIPHERALS AND SOFTWARE. THEY APPOINTED A SWEDISH REPRESENTATIVE AT THE SHOW AND EXPECT TO REALIZE \$800,000 IN FIRST YEAR SALES AS A RESULT. JOHN WRIGHT, MANAGING., SEL COMPUTERS LTD., UK, COMMENTED "THIS WAS A WELL ORGANIZED AND VERY USEFUL EVENT FOR US". CLEARED FOR PUBLICATION.

B. SVEA DATA COMM REPRESENTED FIVE EXHIBITORS AT THE SHOW, TWO OF THEM NEW-TO-MARKET. THEY SOLD \$165,000 WORTH OF EQUIPMENT OFF THE FLOOR AND EXPECT AN ADDITIONAL \$320,000 IN FIRST YEAR SALES TO RESULT FROM THE LEADS MET AT THEIR BOOTH. HANS JOHANSSON, MANAGING DIR., COMMENTED "THE TC COMPUTER SHOW IS THE ONLY SHOW THAT SVEA DATA COMM PARTICIPATES IN; THESE SHOWS HAVE BEEN GETTING BETTER EACH YEAR. THIS YEAR WE MET ONLY DECISION MAKERS AT THE SHOW". CLEARED FOR PUBLICATION.

C. SAVEN AB INTRODUCED THREE NEW US FIRMS TO SCANDINAVIA TO COMPLEMENT TWO OTM'S IN PRESENTING A COMPLETE RANGE OF ADVANCED UNCLASSIFIED

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PERIPHERALS AND TERMINALS. THEY SOLD \$25,000 IN EQUIPMENT OFF THE FLOOR AND EXPECT \$575,000 IN ADDITIONAL FIRST YEAR SALES AS A RESULT OF THEIR PARTICIPATION. BO JOHNSON, MANAGING DIR., COMMENTED "VERY PROFESSIONAL SHOW. HIGH QUALITY VISITORS THROUGHOUT THE SHOW BECAUSE OF EXCELLENT WORK FROM TC STAFF AND PARTICIPATION FROM BIG COMPANIES LIKE IBM, DIGITAL EQUIPMENT". CLEARED FOR PUBLICATION.

11. DATA SYSTEMS USA WAS THE MOST SIGNIFICANT EXHIBITION IN SCANDINAVIA THIS YEAR IN THE COMPUTER AND DATA FIELD. AS BO JOHNSON, WHO REPRESENTED FIVE EXHIBITORS AT THE SHOW, PUT IT "WE HAVE DROPPED OUR PARTICIPATION IN OTHER COMPUTER SHOWS IN SWEDEN AND INTEND TO USE ONLY THE TRADE CENTER SHOWS FOR OUR MARKETING". THE VISITOR TOTAL (2,853) WAS THE HIGHEST IN THE LAST FIVE YEARS AND ONE OF THE THREE HIGHEST IN TRADE CENTER HISTORY. THIS THREE-DAY SHOW DREW 32 PERCENT MORE VISITORS THAN THE FIVE-DAY COMPUTER SHOW IN 1975. EXHIBITORS WERE PARTICULARLY IMPRESSED BY THE UNIFORMLY HIGH QUALITY OF THE VISITORS AS ILLUSTRATED BY COMMENTS IN THE SUCCESS STORIES. A NUMBER OF EXHIBITORS MADE THE POINT THAT THE SOPHISTICATION OF THE QUESTIONS THEY WERE ASKED REVEALED THE TARGETED NATURE OF VIRTUALLY ALL THE SHOW VISITORS. THE 455

UNREGISTERED VISITORS WERE MOSTLY BR PROSPECTS WHO ATTENDED THE TWO SHOW RECEPTIONS, WHILE THE LIST OF 2,398 REGISTERED VISITORS READS LIKE A REFINED HARD-CORE LIST OF THE MAJOR PROSPECTS FOR DATA EQUIPMENT IN SWEDEN. OVER 100 VISITORS FROM OTHER NORDIC COUNTRIES ACCOUNTED FOR A DISPROPORTIONATELY LARGE PERCENTAGE OF THE SALES LEADS AND PROJECTIONS FOR THE BULK OF REPRESENTATION LEADS AND APPOINTMENTS. THE TOTAL OF SALES OFF THE FLOOR AT THE EXHIBIT WAS EXCEEDED BY ONLY ONE OTHER SHOW AT THIS TC AND PROJECTED SALES RESULTS REACHED ONE OF THE HIGHEST TOTALS EVER. THE NEW US AMBASSADOR OPENED HIS FIRST TRADE CENTER SHOW RECEPTION OCTOBER 10 WITH THE DIR. OF THE SWEDISH FED. OF DATA PROCESSING USERS AS GUEST OF HONOR. US COMMERCIAL ATTACHES IN DENMARK, FINLAND AND NORWAY VISITED

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THE SHOW OCTOBER 12 TO ASSIST EXHIBITORS' MARKETING EFFORTS IN THE NORDIC REGION. THOSE COUNTRIES ACCOUNTED FOR 4.3 PERCENT OF REGISTERED VISITORS, 10.6 PERCENT OF SALES LEADS, 3 PERCENT OF IMMEDIATE

SALES, 12 PERCENT OF SALES PROJECTIONS, 83 PERCENT OF EXREP LEADS, 56 PERCENT OF EXREP APPOINTMENTS AND 67 PERCENT OF EXPECTED EXREP AGREEMENTS.

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